

Question 1

The phrase, "Think globally, act locally," means that brand and marketing managers

- A) should put local concerns ahead of global concerns.
- B) should ensure that strategies do not vary from country to country.
- C) need to realize that all strategies must be localized.
- D) should allow managers in other countries to make all strategic decisions.
- E) may be influenced by the decisions of managers in other countries.

Answer: <https://biology-forums.com/index.php?topic=726486>

Question 2

Marketing researchers are finding it increasingly difficult to conduct successful telephone interviews. Why is this so?

Answer: <https://biology-forums.com/index.php?topic=725726>

Question 3

Describe and give examples of non-store retailing options.

Answer: <https://biology-forums.com/index.php?topic=726989>

Question 4

Which demographic trends are of most importance to Canadian marketers today?

- A) increased ethnic diversity, increased global trade and higher education rates
- B) oligopolies, the sandwich generation and the blended family
- C) aging population, changing household formations and shrinking middle class
- D) higher urbanization rates, lower birth rates and fewer same-sex marriages
- E) higher education, aging population and higher birth rates

Answer: <https://biology-forums.com/index.php?topic=725641>

Question 5

Identify and explain the variety of methods of paying freight charges in geographic pricing.

Answer: <https://biology-forums.com/index.php?topic=726747>

Question 6

Outdoor and transit advertising offer the benefit of reaching the same target frequently.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=727199>

Question 7

Dell, Canada Life, London Life and software companies that sell online are examples of which type of distribution channel?

- A) manufacturer to wholesaler to retailer to consumer
- B) agency/broker
- C) manufacturer to retailer to consumer
- D) manufacturer to consumer
- E) indirect

Answer: <https://biology-forums.com/index.php?topic=726894>

Question 8

What does the term, Customer Relationship Management, refer to?

- A) The cooperation of competitive organizations who share the same target markets.
- B) Strategies designed to optimize profitability, revenue, customer retention & customer satisfaction.
- C) Privacy legislation for collection of personal information.
- D) The personal selling process.
- E) Effective relationship development between brands and customers.

Answer: <https://biology-forums.com/index.php?topic=725471>

Question 9

Golf course green fees are often lower in the early spring and late fall than during the peak season. This promotional strategy is an attempt to manage the _____ of this service.

- A) inseparability

- B) quality variability
- C) perishability of demand
- D) vulnerability of staffing
- E) intangibility

Answer: <https://biology-forums.com/index.php?topic=727379>

Question 10

What is the growth rate of e-commerce?

- A) recently double digit
- B) double each year
- C) 20% a year
- D) 5% a year
- E) 15% a year

Answer: <https://biology-forums.com/index.php?topic=727043>

Question 11

A supplier of cartons has recently obtained the business for a juice box manufacturer. The sales person telephoned to determine the procedure for accepting orders, delivery times and return policies. She is inquiring about their reorder routine.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=726080>

Question 12

What is the term for when a non-governmental organization refuses to buy from a specific country or company?

- A) embargo
- B) boycott
- C) blockage
- D) cartel
- E) action

Answer: <https://biology-forums.com/index.php?topic=727502>

Question 13

In the service sector, the relationships between buyers and sellers are often close; therefore, the distribution channels tend to be indirect.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=727433>

Question 14

The definition of marketing of ideas, goods and services includes all but one of the following:

- A) distribution
- B) pricing
- C) exchanges that satisfy individual and organizational objectives
- D) promotion
- E) regulation

Answer: <https://biology-forums.com/index.php?topic=725380>

Question 15

A price discount in the form of a cash return made directly to a consumer by a manufacturer is called a

- A) cash discount.
- B) bribe.
- C) discount.
- D) promotion allowance.
- E) rebate.

Answer: <https://biology-forums.com/index.php?topic=726806>

Question 16

Which of the following pricing strategies is best suited for a revolutionary new household appliance that has patent protection and for which demand is expected to be inelastic?

- A) introductory price discounting
- B) status quo pricing

- C) price skimming
- D) uniform delivered pricing
- E) penetration pricing

Answer: <https://biology-forums.com/index.php?topic=726692>

Question 17

Time-pressed and tired of fighting traffic, consumers are visiting stores that offer convenience, and efficient service, so that stores located in power malls are winning the battle.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=727080>

Question 18

The type of product management system utilized by a company is dependent upon

- A) technology available to the organization.
- B) the industry in which the organization operates.
- C) the products offered by the organization.
- D) an organization's size, growth objectives, and resources.
- E) an organization's budget, strategy, and relevant legislation.

Answer: <https://biology-forums.com/index.php?topic=726497>

Question 19

The Asia-Pacific region represents significant opportunities for a company considering going global.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=727544>

Question 20

The need to excel is at the _____ level of Maslow's Hierarchy of Needs.

- A) safety
- B) physiological
- C) esteem
- D) psychological
- E) social

Answer: <https://biology-forums.com/index.php?topic=725886>